

AMENDMENTS TO THE SPECIFICATION

Please amend the paragraph beginning on page 2, line 11, as follows:

However, in the terminal apparatus having such storage function, a situation that users do not watch a commercial message (CM) is caused by temporally storing a content including the CM into the terminal apparatus, skipping, fast forwarding and rewinding a CM part while watching by a time shift. Consequently, it is likely to cause demerits that a CM effect is weakened for the provider and the CM cost is lowered. As a technique resolving the problem, for example, a patent literature: a Japanese Laid-Open Patent Literature application no. 2002-209878 2002-290878, explains a system of controlling a CM skip in the terminal apparatus as an example of the content reproduction control system by embedding a CM skip prohibition signal or a CM skip prohibition reset signal before and after the CM part of the content in the server apparatus.